

EXHIBIT A

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17 BABYBUS CO., LTD.
18 BABYBUS (FUJIAN) NETWORK TECHNOLOGY CO., LTD

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UNITED STATES DISTRICT COURT
NORTHERN DISTRICT OF CALIFORNIA
SAN FRANCISCO DIVISION

MOONBUG ENTERTAINMENT LIMITED
and TREASURE STUDIO, INC.,

Case No: 3:21-cv-06536-EMC

Plaintiffs,

**DECLARATION OF NAIYONG YAN
FILED IN SUPPORT OF BABYBUS
DEFENDANTS' MOTION TO SEAL**

v.

BABYBUS CO., LTD and BABYBUS
(FUJIAN) NETWORK TECHNOLOGY
CO., LTD,

Complaint Filed: August 24, 2021
Trial: April 3, 2023

Defendant.

1 I, Naiyong Yan, declare as follows:

2 1. I am Naiyong Yan, Head of the Video Business Department for Defendant Baby Bus
 3 Co., Ltd., the parent company of Defendant BabyBus (Fujian) Network Technology Co., Ltd
 4 (collectively “BabyBus”) in the above-captioned matter. I submit this declaration in support of
 5 BabyBus’ Motion to Seal. I have personal knowledge of the facts set forth in this declaration and, if
 6 called to testify as a witness, could and would do so competently.

7 2. As Head of the Video Business Department, I am familiar with BabyBus’ Super JoJo
 8 content, development process, marketplace analysis, viewership, and revenue information. In this
 9 role I am also familiar with documents related with Super JoJo content, development process,
 10 marketplace analysis, viewership, and revenue information that have been produced by BabyBus in
 11 this litigation, as well as documents that have been designated by BabyBus as “Highly Confidential
 12 – Attorneys Eyes Only” under the protective order in this case.

13 3. I have reviewed the portions of the October 25, 2022, Expert Report of Fran Krause
 14 (the “Krause Report”) that BabyBus requests to be filed under seal. These portions contain
 15 information and documents reflecting competitive marketplace intelligence documents and excerpts
 16 that reveal the contents of BabyBus’ planning and development process for videos for its Super JoJo
 17 product. The competitive marketplace intelligence documents concern analysis that was done by
 18 BabyBus employees or by contractors at the direction of BabyBus, and is non-public marketplace
 19 research into BabyBus’ competitors in children’s entertainment. These documents include internal,
 20 non-public analysis of Moonbug’s CoComelon project, as well as internal, non-public analysis of
 21 other competitors that are not parties in this case. Additionally, the documents concerning the
 22 planning and development process for Super JoJo videos and content are internal, non-public
 23 documents that detail the creative development for Super JoJo videos.

24 4. Both of the categories of documents referenced, excerpted, and discussed in the
 25 Krause Report are highly sensitive documents that detail BabyBus’ analysis of its direct competitors
 26 in the children’s entertainment marketplace as well as the non-public process by which BabyBus
 27 develops its Super JoJo videos and content. As a general matter these documents are not publicly
 28 disclosed, and are kept internal to the teams within BabyBus that engage in marketplace research

1 and the development and continued production of Super JoJo. These documents and references to
 2 them are considered by BabyBus to be highly sensitive and were designated “Highly Confidential –
 3 Attorneys Eyes Only” under the protective order because public disclosure this information offers
 4 BabyBus’ competitors insight into its analysis and development process that are not otherwise
 5 public.

6 5. I have reviewed the portions of the October 25, 2022, Expert Report of Jennifer
 7 Vanderhart (the “Vanderhart Report”) that BabyBus requests to be filed under seal. These portions
 8 contain highly confidential and non-public information regarding BabyBus’ financial records,
 9 including revenues for the Super JoJo program, as well as non-public viewership, revenue and other
 10 commercially sensitive data from YouTube. The documents referenced and excerpted in the
 11 Vanderhart report contain both records of revenues by source, as well as analysis that has been
 12 generated by BabyBus for its internal use. Additionally, information regarding BabyBus’
 13 viewership, revenue, and commercially sensitive data from YouTube includes detailed analysis of
 14 Super JoJo using YouTube analytic tools, and this analysis and reports are not available publicly.

15 6. The financial records and viewership referenced, excerpted, and discussed in the
 16 Vanderhart Report are highly sensitive documents that detail revenue and detailed analytics about
 17 its viewership. As a general matter these documents are not publicly disclosed, and are kept
 18 internal to the teams within BabyBus that are involved with the creation of Super JoJo and
 19 BabyBus’ financial record keeping. These documents and references to them are considered by
 20 BabyBus to be highly sensitive and were designated “Highly Confidential – Attorneys Eyes Only”
 21 under the protective order because public disclosure of this information offers BabyBus’
 22 competitors insight into non-public financial records.

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1 I declare under penalty of perjury under the laws of the United States of America that the
2 foregoing is true and correct.

3 DATED: November 16, 2021

4 By Naiyong Yan
5 Naiyong Yan

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ATTESTATION PURSUANT TO CIVIL LOCAL RULE 5-1(i)(3)

I, Sam Stake, attest that concurrence in the filing of this Declaration of Naiyong Yan Filed in Support of BabyBus Defendants' Motion to Seal has been obtained from the signatory of this declaration. I declare under penalty of perjury that the foregoing is true and correct. Executed on November 16, 2022.

/s/ Sam Stake

Sam Stake